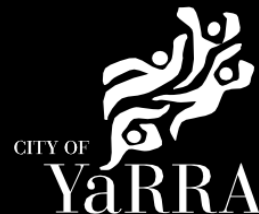


Social Planning Formal Referral Response



Application Information:

Referral Officer: Tara Bewley

Officer: Nish Goonetilleke

Council Reference: PPE23/0571

Address: 300/658 Church St, Cremorne VIC 3121

Proposal: DEECA Referral

Comments Sought: Click here to view referral memo:
[Record D23/486014: IREF23/02137 - Referral Request](#)

Disclaimer: Council's Social Planning Unit provides the following information which is based on the information provided in the referral request memo referenced above.

Prev. Responses:

Referral Request:

The Minister for Planning has referred a development at 300/658 Church Street, Richmond to Council for comment.

The development proposes renewal of the Former Richmond Power Station.

The proposal is for the use and development of the land for an 'integrated mixed-use innovation centre' with activities across nature, design, science, technology and art, including hosting events, live music entertainment, the sale and consumption of alcohol, alteration of access, removal of vegetation, reduction of car parking requirements, and associated development of the adjoining public realm.

The link below provides access to relevant reports to be relied upon for your referral.

From a Social Planning perspective, guidance and comments are required on the following;

- The proposed liquor licences, with all liquor and event information provided on page 40 of the Town Planning Report found via the following link.*

[Draft Yarra Planning Scheme Amendment - C322yara | Engage Victoria](#)

The reports to assist in your review are located under the 'proposed plans', 'supporting reports' and 'draft amendment documents' tabs via the above link.

Key aspects of the site and proposal:

- Zone:
 - Commercial 2 Zone
- Overlays:
 - Land Subject to Inundation Overlay
 - Development Contributions Plan Overlay
 - Design and Development Overlay – Schedule 1J and 5
 - Heritage Overlay (HO279)
 - Significant Landscape Overlay
- A Café/Restaurant and On/Premises Bar liquor licence is sought for a maximum capacity of 1000 patrons, to cater to ordinary operations (Scenario #2).
- Special event liquor licences would be sought for events with between 1001 to 2500 patrons through Liquor Control Victoria, during times of multiple indoor and outdoor events and activities (Scenario #1 Multiple Activations and Scenario #3 Seasonal Outdoor Focus) up to 20 times in a calendar year.
- The proposed red line area covers the entire site for flexibility. For general public events, the hours of selling and consuming liquor are expected to be between 11am to 1am, 7 days a week.
- For a non-public sales event such as a function, consuming liquor is expected to be between 8am to 1am to allow for champagne breakfasts.

Recommendation:

Social Planning were requested to make comments on the proposal from a social planning perspective.

Cumulative Impact

- Excluding the venue, there are 0 licensed premises within 100m of the venue, and 13 licensed premises within 500m of the venue. The site is not considered a cluster, and a cumulative impact assessment is therefore not required.

Hours of Operation

- For general public events, the hours of selling and consuming liquor are expected to be between 11am to 1am, 7 days a week. For a non-public sales event such as a function, consuming liquor is expected to be between 8am to 1am to allow for champagne breakfasts. The hours of operation are in line with Clause 22.09, which states, *Licensed premises in a Commercial or Industrial zone should not provide for the sale and consumption of liquor beyond 1am, unless the responsible authority is satisfied that it will not adversely affect the amenity of the area*, and could therefore be supported.
- Clause 22.09 states, *For outdoor areas, including smoking areas, rooftops and open courtyards, the sale and consumption of liquor should not occur after 10pm, unless the responsible authority is satisfied that it will not adversely affect the amenity of the area*. As there are no noise sensitive areas in close proximity to the venue, operating past 10pm could be supported.

Core Entertainment Precinct

- Clause 22.09 states, Licensed premises with a capacity of more than 200 patrons should locate in the following Core Entertainment Precincts. The site is not located

within a Core Entertainment Precinct, however the following indicates why more than 200 patrons could be supported for the site:

- As the site is not located near any noise sensitive areas, and thus potential negative amenity impacts from (but not limited to) patron noise, ingress and egress of patrons, queuing of patrons, smoking areas for patrons, and dispersal of patrons from the site can be appropriately managed or buffered. It is noted the applicant will include this information in their Noise and Amenity Action Plan(s).
- Security would be present, as required.
- Overall, the proposal appears it will not result in an unreasonable cumulative impact on the amenity of the surrounding area.
- It is suggested the dispersal of patrons with vehicles could have an impact on the amenity of the area. However, it is noted that the Traffic Impact Assessment Report suggests that impact will be minimal.

Maximum Patron Capacity

Table 1. Number of Patrons as per Liquor Licensing ratio (0.75 m² per person) - based on provided Red Line Plan

Type of Operation / Scenario	Floor area m ²	No. of patrons using Liquor Licensing Ratio (m ² / 0.75)	No. of Patrons proposed
Ordinary Operation (Scenario #2)	11,500 (approx.)	15,333	1000
Major Events (Scenario #1 and Scenario #3)	11,500 (approx.)	15,333	1001-2500

- While Table 1 indicates the proposal meets the Liquor Licensing ratio requirements. It's noted that the red line plan covers the entire site due to 'the flexible nature of uses, activities and programs will change temporally and spatially across the precinct'. Taking this into consideration, this could be supported. However, it is recommended that the proposed Venue Event Management Plans take into consideration the Liquor Licensing Ratio for different events, accounting for the spaces being used for different events and operations, and their consequent variation of area. This is to contain the service and consumption of alcohol to 'zones' throughout the building, allowing for easier observation of patron behaviour and to ensure the maximum patron capacity is adhered to.

Seating

- The Liquor licensing fact sheet: Maximum patron capacity, states, *for restaurant and cafe licences, tables and chairs must be available for at least 75 per cent of patrons.* The area of the site that proposes to be licensed as a Café and Restaurant licence must therefore follow this requirement.

Music and Noise

- Background music, live music and acoustic music will be played on the site. The frequency and times during which live music would be performed is expected to be up to 7 days per week, and generally in the afternoons/evenings. As the site is not surrounded by noise sensitive areas this could be supported.
- Given the non-sensitive noise context of the site, the applicant will not incorporate noise attenuation measures to satisfy the requirements of the planning scheme (other

than in relation to larger events with over 1000 people). This could be supported, however, if noise issues impacting residential amenity arise in the future (from existing dwellings), it is suggested the applicant acts to mitigate these.

Noise and Amenity Action Plan

- A Noise and Amenity Action Plan has not been submitted for Ordinary Operation (Scenario #2) and Major Events (Scenario #1 and Scenario #3). However, the Draft Incorporated Document indicates the applicant will submit a noise and Amenity Action Plan via its Event Management Plan (Major events with more than 1000 patrons). It is recommended that a Noise and Amenity Action Plan is also submitted with the Venue Management Plan, making sure to include the required information as per Clause 22.09 and compliance with the EPA noise and live music regulations.
- Larger events would be ticketed or with pre-registration. This can be supported.

Traffic, Transport and Parking

- The site is relatively accessible by public transport:
 - East Richmond train station is approximately 700m north-north-east of the site, located off Church Street.
 - Tram stop 78 is approximately 200m east of the site on Church Street.
 - Bus stop 605 is approximately 800m south of the site on Alexandra Avenue.
- The applicant has commissioned a Traffic Impact Assessment Report. It is recommended this is reviewed by the appropriate authority to ensure the dispersal of patrons with vehicles will not be detrimental to the surrounding neighbourhood.

Social Planner: Tara Bewley
Date: 19 December 2023